

## Project Design Phase-I Problem-Solution Fit

| Define CS, fit into CC  |   | Explore AS, differentiate  |
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| <p><b>1. CUSTOMER SEGMENT(S)</b></p> <p>Who is your customer?<br/>i.e. working parents of 0-5 y.o. kids</p> <p><b>Manufacturers</b></p> | <p><b>6. CUSTOMER CONSTRAINTS</b></p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <ul style="list-style-type: none"> <li>Machine capacity</li> <li>Workforce capacity</li> <li>Inventory investment</li> <li>Storage space or the total number of orders placed.</li> </ul> | <p><b>5. AVAILABLE SOLUTIONS</b></p> <p>Which solutions are available to the customers when they face the problem</p> <p>or need to get the job done? What have they tried in the past?<br/>What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p>You can take advantage of bulk savings</p> <p>You need space for your products</p> |

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| <p><b>Focus on J&amp;P, tap into BE, understand RC</b></p> <div> <div>J&amp;P</div> <div> <h2>2. JOBS-TO-BE-DONE / PROBLEMS</h2> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ul style="list-style-type: none"> <li>Inconsistent Tracking</li> <li>Insufficient Order Management</li> <li>Increasing Competition</li> <li>Evolving Packaging</li> </ul> </div> </div> | <p><b>Focus on J&amp;P, tap into BE, understand RC</b></p> <div> <div>J&amp;P</div> <div> <h2>9. PROBLEM ROOT CAUSE</h2> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job?<br/> <i>i.e. customers have to do it because of the change in regulations.</i></p> <ul style="list-style-type: none"> <li>Poor Production Planning</li> <li>Lack of Expertise</li> <li>Inefficient Processes</li> </ul> </div> </div> | <p><b>Focus on J&amp;P, tap into BE, understand RC</b></p> <div> <div>RC</div> <div> <h2>7. BEHAVIOUR</h2> <p>What does your customer do to address the problem and get the job done?</p> <p><i>i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</i></p> <p>Which stock sells well and which doesn't, by location and sales channel.</p> <p>How changing seasons affect sales</p> </div> </div> |
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| Identify Strong TR & EM | <p><b>3. TRIGGERS</b></p> <p>What triggers customers to act? <u>LE</u>, seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</p> <p>To manage changing trends, such as packaging initiatives to reduce plastic waste. Categorize stock by packaging type, dimensions and product. Use this information to control shipping costs and storage location better.</p> | <p><b>10. YOUR SOLUTION</b></p> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.</p> <p>If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer <u>behaviour</u>.</p> | <p><b>8. CHANNELS OF BEHAVIOUR</b></p> <p><b>8.1 ONLINE</b></p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p><b>8.2 OFFLINE</b></p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> |
|                         | <p><b>4. EMOTIONS: BEFORE / AFTER</b></p> <p>How do customers feel when they face a problem or a job afterwards?<br/><u>LE</u>, lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> <p>Emotions :<br/>Before: Complexed<br/>After : Good Satisfaction</p>  | <ul style="list-style-type: none"> <li>• Centralized Tracking</li> <li>• Stock Auditing</li> <li>• Add Imagery</li> <li>• Safety Stock</li> <li>• Multi-Location Warehousing</li> <li>• Reduce Human Error</li> <li>• Optimize Space</li> <li>• Leverage Lead Times</li> </ul>   | <p>Online:<br/>Shopping and shipping</p> <p>Offline:<br/>Demanding and less moving product to kept in front section.</p>   |